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Liberty Sport Launches Free Spirit with MagTraxion Technology™

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Free Spirit is the newest Liberty Sport Sun Performance style to utilize MagTraxion™ technology. This motorcycle frame comes with removable MagTraxion™ eyecups to help keep out wind, dirt and debris. The eyecups can be worn when riding the motorcycle and removed when there is a desire to change to a fashionable sport sunglass. This style is Rx'able and also features a pierced front design, allowing for airflow but screening out debris, Eight-base premium Ultimate Driver sun lenses, and a raised eye rim back lip provides additional lens retention and protection. The *Free Spirit* is available in four colors: matte black, tiger-eye, army green, and shiny tortoise.

"We launched the first MagTraxion™ style, Chopper, in 2008 and immediately received market acceptance" says, Carmine DiChiara, VP of New Product Development. "Today we have 8 sun performance styles utilizing this technology and 2 more in development to release later this year" adds Carmine. "There are many performance sunglass competitors on the market. Our specialty has always been that all our frames can be sold as Plano or Rx'able. Our consumers lead active lifestyles and require a fashionable, performance sunglasses. With MagTraxion™ technology, we have proven to answer the wearer's needs in one frame and carved out a special niche in performance suns," says Anthony DiChiara, President of Liberty Sport.

MagTraxion Technology™ by Liberty Sport is a technically unique magnetic system combining skillful engineering and contemporary style. In a snap, you can go from a fashion sunglass to high performance sun protection in seconds. It's like getting two sunglasses for the price of one!

Liberty Sport Performance Suns are all Rx'able and available at leading independent eye care professionals and leading optical chains. To get more information and the complete assortment of protective sport eyewear and performance sunwear from Liberty Sport, visit www.libertysport.com

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About Liberty Sport, Inc.

For over 30 years, Liberty Sport, Inc. has been the recognized leader in Rx'able protective and performance sport eyewear. Liberty Sport has been at the forefront advancing the growing national movement, promoting eye safety during scholastic and recreational sports. Today Liberty Sport sells and distributes its eyewear through eye care professionals and leading optical chains worldwide.